

1 of 3

Rep Firm	
Sales Office (	) PHILADELPHIA
Salesperson (	) AMY MCCREARY
Salesperson Phone#	215-568-6540
Salesperson FAX#	215-568-1845

$$SC^*$$

Station KSNV-TV LAS VEGAS, NV  
 Advertiser ( ) HELLER FOR SENATE  
 Product HELLER FOR SENATE  
 Estimate#  
 Buyer NEIL WILLIAMS  
 Phone#  
 Fax#  
 Agency ( ) STRATEGIC MEDIA SVCS  
 3299 K STREET NW SUITE #200  
 WASHINGTON, DC 20007  
 Agency C/P1/P2/E  
 Flight Dates 08/08/2012 - 08/14/2012  
 Hiatus Weeks  
 Rep Firm  
 Sales Office ( ) PHILADELPHIA  
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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	11	W-TH	12A-1230A	NEWS AFT OLY	:30	\$1,000.00	08/08-08/09	2	1	2	\$2,000.00	
				Buyline Comment: NEWS AFT OLY								
	12	SA-SU	5P-630P	NEWS	:30	\$650.00	08/11-08/12	2	1	2	\$1,300.00	
				Buyline Comment: NEWS								
	13	SU	11P-1135P	NEWS	:30	\$1,500.00	08/12-08/12	1	1	1	\$1,500.00	
				Buyline Comment: NEWS								
	14	SA	6A-7A	NEWS	:30	\$350.00	08/11-08/11	1	1	1	\$350.00	
				Buyline Comment: NEWS								
	15	SU	7A-8A	SUN TODAY	:30	\$625.00	08/12-08/12	0	0	0	\$0.00	
				Buyline Comment: SUN TODAY								
	16	W-F	730P-8P	OLY ZONE	:30	\$750.00	08/08-08/10	1	1	1	\$750.00	
				Buyline Comment: OLY ZONE								
	17	W-F	430A-459A	NEWS	:30	\$150.00	08/08-08/10	2	1	2	\$300.00	
				Buyline Comment: NEWS								
	18	TU	12P-1230P	NEWS	:30	\$425.00	08/14-08/14	1	1	1	\$425.00	
				Buyline Comment: NEWS								
	20	M	12P-1230P	NEWS	:30	\$425.00	08/13-08/13	1	1	1	\$425.00	
				Buyline Comment: NEWS								
	21	M	430A-459A	NEWS	:30	\$200.00	08/13-08/13	1	1	1	\$200.00	
				Buyline Comment: NEWS								

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 Advertiser ( ) HELLER FOR SENATE  
 Product HELLER FOR SENATE  
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 Buyer NEIL WILLIAMS  
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 Fax#  
 Report Totals: 29 / \$20,850.00

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---SALES MONTHLY TOTALS---

Aug 12: 29 / \$20,850.00  
 Sales Totals: 29 / \$20,850.00  
 Station Totals: 29 / \$20,850.00  
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$90,652	CATV	0%	KBIR	0%	KINC	0%	KLAS	36%	KSNV	23%
		KTNV	18%	KTUD	1%	KVCW	3%	KVMY	4%	KVVU	15%
		XXXX	0%								

---COMPETITIVE COMMENTS---

NEW ORDER  
 EST SHARES

Books NOV12  
 Demos RA35+

---CREDIT RISK---

CASH IN ADVANCE